ITMG 350 Final Exam Spring 2013

Name __________________________________________

This is a open book, open notes, open Internet take home paper/presentation exam. On the following
page are four different questions to which you only have to select one to answer, however no question
can be answered by more than four people—so the sooner you select the better your chances are for
getting to answer the question you want. The expectation is that you will provide a thorough answer
that incorporates as many of the chapters discussed in class and in the book as possible (i.e. discussing
IT infrastructure/telecom issues, security, database/business intelligence, knowledge management,
enhanced decision making, and managing projects). Your paper length should be about three to seven
pages. In addition to the paper you will be expected to provide a powerpoint presentation to the class.
This presentation is not meant to be too formal just enough to provide information to the class. This
exam is due on 16 May 2013 at 11 AM.

Associated Students Academic Integrity Statement
“*I pledge that I have neither given nor received any unauthorized assistance on this examination*”

_______________________________________
QUESTION ONE
You are consulting for the information technology division of a state university to guide and facilitate the
design of a new system for handling college applications, which has previously been handled entirely
with a paper-based process. They would like to set up a system by which prospective students can apply
online and check their process. Describe in detail their first steps and any studies they should perform
before designing the new information system. Once complete then discuss some type of systems they
could consider and how they would implement them. You will also want to consider how to keep the
system data secure and how the system could enhance the decision making process of accepting
students.

QUESTION TWO
You are the senior project manager for a Web development company with upwards of 100 current client
projects. You have been assigned to evaluate two upcoming projects. One project is to develop a time
tracking solution that would allow your 20 freelancers to submit daily time sheets and would report on
the time spent on each project. The other project is to redesign the client interface to the company
extranet to make it easier to use. The extranet allows clients to log in and view their current Web sites
under development, as well as view project statistics, documents, and progress reports. Compare the
two projects in terms of risk factors, cost, implementation issues, security, and involvement of end users
both in development and adoption issues.

QUESTION THREE
Your friend has asked you to investigate the website shortcuts.com. He seems to think that this is an
interesting idea but feels it is underdeveloped. Specifically, he would like to replicate their model.
Provide a discussion of shortcuts.com business model, i.e. how it obtains its content, how it attracts new
customers, what type of systems would need to be in place to keep track of members, the action of the
members, as well as the interaction between the site, the stores, and the product manufacturers. Also
consider what type of information security and payment processing items would need to be in place.

QUESTION FOUR
Americlinic, a national chain of budget health-care clinics, is creating an information system that will
allow patients and doctors at participating franchises to communicate online. The goal of the system is
to allow doctors to respond to minor health questions quickly and more efficiently, saving patients
unnecessary visits to the clinic. This will be a major procedural change. What types of communication
systems could you utilize? How could you create a knowledge database for an interactive online system?
What types of security measures would you need to implement to ensure patient confidentiality? What
steps would you recommend to this company to ensure the user acceptance of the system?
QUESTION FIVE
Without a doubt the Internet has made many changes in the relationships between the companies, consumers, and the government. First describe some of these most profound way in which e-commerce and the Internet has changed the relationship between companies and their customers? Second, describe and explain the idea of "network neutrality." Are you in favor of network neutrality? Why or why not? Third, describe and explain the idea behind the Cyber Intelligence Sharing and Protection Act. Are you in favor of CISPA? Why or why not? Lastly, hackers, spammers, and their companion viruses are an increasing problem on the Internet and is the basis for some of this legislation. What are the most important measurers for a firm to take to protect itself from this? Is full protection feasible without legislation? Why or why not?

QUESTION SIX
You have been hired as a consultant for a nationwide real estate firm, Cross & Deptford, who are interested in achieving better organization between branches by updating their information systems, but are not sure what will suit their needs. What will you recommend they do in order to determine the most effective IT projects? For example begin by describing the process of portfolio analysis. In what situations is this evaluation method useful and what is the purpose of using real options pricing model to estimate the potential value of an information systems project? Could a GIS program be appropriate?

QUESTION SEVEN
You are working for a global electronic parts manufacturing company with divisions in Taiwan, Malaysia, Australia, and Germany, that has embarked on developing a global enterprise system. To ensure that overseas divisions comply with the new system, they are considering a cooptation strategy in which they will permit each country unit the opportunity to develop one transnational application first in its home territory, and then throughout the world. What are the benefits and drawbacks to this approach? Are there any other solutions for the company's cooptation strategy? How does this relate to the organizational principles a company should follow to develop a global company and its information systems support structure? In the end describe which type of control works better localized then spread globally or globally spread to local areas.

QUESTION EIGHT
You have been hired by a small architectural firm (Shifty's) interested in implementing a knowledge management system. Your first step is to identify the three major types of knowledge management systems. Provide two examples of each. In preparing your final proposal what features do you think would be of most benefit to them? What would report to be the main challenges in setting up a knowledge management system? You also feel that knowledge workers so important to the digital firm, but how would you explain that to the Shifty management team? Perhaps you could describe what their functions are and which of these do you feel is most critical to the success of the firm? (Be certain to
Lastly, describe how knowledge be gathered from the personal and undocumented expertise of professionals within a firm. List at least four ways to gather and disseminate such knowledge.